

The Journal of International Marketing Seeks Conceptual Articles

The greatest advances in international marketing thought often begin with novel, insightful and carefully crafted conceptual articles (sometimes drawing on qualitative work) that challenge the conventional wisdom concerning all aspects of international marketing and the role of marketing in a global society. As such, the *Journal of International Marketing (JIM)* wishes to publish conceptual articles that advance international marketing thought and that can serve as a foundation for future research streams.

For conceptual manuscripts to make a contribution to the field of international marketing and thus warrant publication in *JIM*, they must advance theory or the theory development process in the area of international marketing. Ways that authors can achieve this objective are by developing new marketing theory in an international/cross-cultural context, significantly challenging current international marketing theory, synthesizing recent advances and ideas into innovative theory, initiating a search for new theory by carefully delineating an original type of problem or crafting ways to improve the process of theory development, etc. While welcoming theoretical contributions grounded in management, psychology, sociology, or economics, *JIM* also welcomes submissions that approach international marketing theory from nonstandard perspectives.

Manuscripts can be submitted at: http://mc.manuscriptcentral.com/ama_jim.

Questions pertaining to the submission of conceptual work should be directed to:

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Check out recent conceptual work published in the Journal of International Marketing

Global Sourcing Strategy and Performance of Knowledge-Intensive Business Services: A Two-Stage Strategic Fit Model

Janet Y. Murray, Masaaki Kotabe, and Stanford A. Westjohn
Journal of International Marketing (2009), 17(4), 90-105.

This research contributes to the understanding of global sourcing strategy of knowledge-intensive business services (KIBSs) by offering an explanation for the differential performance among firms, even when they use similar global sourcing strategies. Using a systems integrator as the sourcing firm's perspective, the authors argue that complex KIBSs involve a complicated mixture of interfaces in that the performance of an individual KIBS is insufficient in defining the overall performance of the integrated KIBS system. The theoretical framework uses a two-stage strategic fit model that emphasizes the conditions under which global sourcing of KIBSs influences performance. Firms that strategically coalign sourcing strategy with KIBS attributes for each KIBS activity should perform more effectively than firms that lack such a coalignment. After selecting an appropriate sourcing strategy, the firm's dynamic capabilities (i.e., absorptive capacity and integration capability) may accentuate or attenuate the performance of the strategy at the integrated KIBS system level. Thus, although managers may be tempted to source KIBSs globally to reduce labor costs, they must examine both the KIBS attributes and the firm's dynamic capabilities.

The full article can be viewed at:

http://www.westjohn.com/articles/2009_JIM_Murray_Kotabe_Westjohn.pdf

Subsidiary Use of Foreign Marketing Knowledge

Martin S. Roth, Satish Jayachandran, Mourad Dakhli, and Deborah A. Colton
Journal of International Marketing (2009), 17(1), 1-29.

A source of potentially valuable knowledge in multinational enterprises is foreign marketing knowledge—that is, knowledge from one country unit that may offer value and competitive advantage to marketing managers in other country units. This article builds on marketing and management knowledge transfer research to further understand both the conditions under which one subsidiary uses external knowledge from another subsidiary and the outcomes of such use in the subsidiary's market. Using the theory of value creation and appropriation and field interviews with headquarter and subsidiary marketing managers, the authors develop a model and research propositions of the enabling, motivating, and perceiving conditions that affect foreign marketing knowledge use and subsequent effects on marketing program effectiveness and efficiency, organization identification, and intellectual capital in subsidiaries of multinational enterprises.

Global Brand Purchase Likelihood: A Critical Synthesis and an Integrated Conceptual Framework

Ays, egül Özsoyer and Selin Altaras

Journal of International Marketing (2008), 16(4), 1-28.

The authors build a model of global brand attitude and purchase likelihood with a nomological net comprised of constructs derived from three theoretical streams in consumer behavior: consumer culture theory, signaling theory, and the associative network memory model. By integrating these diverse theories, the authors provide a conceptual framework, explaining the processes leading to consumers' attitudes toward and likelihood of purchasing global brands. Global brand authenticity, cultural capital, and perceived brand globalness are constructs based mainly on consumer culture theory, and global brand credibility is borrowed from signaling theory. Global brand quality, social responsibility, prestige, and relative price are included as brand associations, deriving mainly from the associative network memory model. These constructs have direct and indirect effects on global brand attitude and global brand purchase likelihood, reflecting the three-dimensional belief–attitude–behavior model in consumer behavior. The authors also introduce self-construal and cosmopolitanism as two pertinent moderators of some of the model paths.

A Cultural Approach to Branding in the Global Marketplace

Julien Cayla and Eric J. Arnould

Journal of International Marketing (2008), 16(4), 86-1112.

International marketing's commitment to a technical and universalizing approach to solving managerial problems has meant that researchers have adopted an ethnocentric approach to branding. This is becoming problematic as the global marketplace develops. The authors argue that to meet the theoretical and methodological challenges of global branding, international marketing scholars will need to revise some key premises and foundations. Branding research in the future will need to be contextually and historically grounded, polycentric in orientation, and acutely attuned to the symbolic significance of brands of all types. The authors offer some conceptual foundations for a culturally relative, contextually sensitive approach to international branding in which the construct of brand mythology is central.